



Preventative Action

The principle behind CoPLAR 2018

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1 Prevention — tackling the problem at its source

CoPLAR supports Scotland's wider shift as a nation, from reactive clear-up practices to a preventative approach that minimises waste, recognising the need to address the problem before it becomes a bigger one. Examples include: introduction of the Carrier Bag Charge, the National Reuse Line and the introduction of a Deposit Return Scheme.

Innovation, changing people's behaviours and working together to tackle the problem at its source, proactively, will all help us to tackle the problem and make better use of budgets and keep materials in use for longer.

CoPLAR clarifies the statutory duty placed on duty bodies. It confirms that meeting the duty goes beyond picking up litter, and that effective preventative action helps to fulfil the duty.

CoPLAR offers flexibility, acknowledging that there is a balance to be struck between prevention and operational i.e. cleaning up, functions. Monitoring is key to ensuring that prevention approaches are having the desired effect and to identify any gaps. Operational provisions can be reduced in areas where there's evidence that prevention measures are having an impact.

Investment in prevention needs to be an integral part of decision and policy making and strategic planning, not a 'nice to have' function.

2 Benefits of prevention

Targeted, evidence-based, strategically-led preventative tactics can help to:

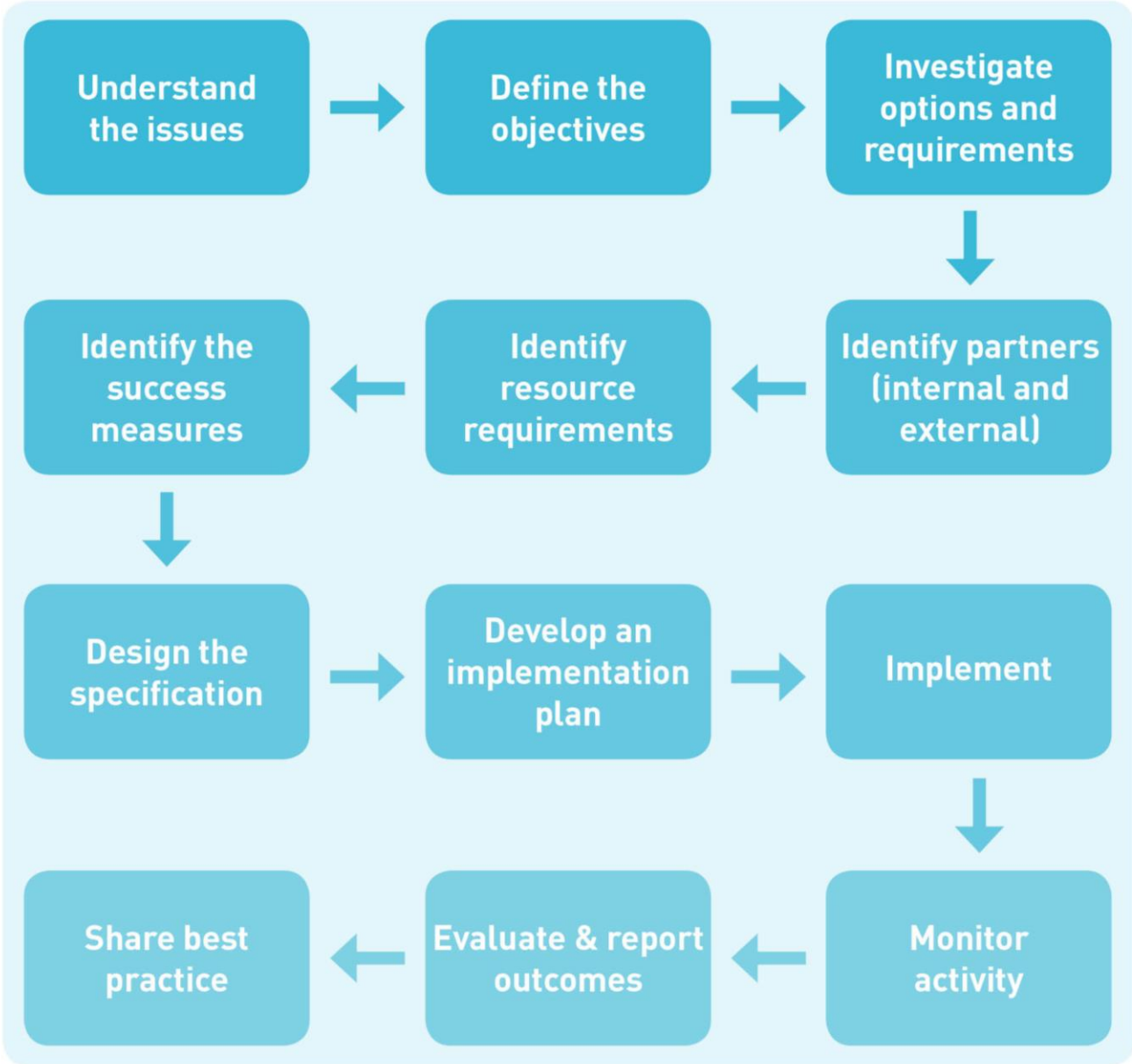
- Enable partnership working and sharing of resources
- Move towards sustainable services and long-term efficiencies
- Make better use of resources and assets
- Improve local environmental quality
- Make services proactive rather than reactive
- Improve resident/customer perception

3 Prevention tactics

Which prevention tactics will work best? This will depend on the location of the problem and the audience to be influenced. Zero Waste Scotland research highlights that littering behaviour is affected by factors that include: location, amenity, time of day, social situation, audience and perception of individual litter types. Further the Scottish Government's ISM tool grown out of Southerton et al's (2011) International Review of Behaviour Change Initiatives encourages Individual, Social and Material contexts to be considered when examining the effectiveness of environmental behaviour change interventions.

There's no single answer. We need to be able to identify all of the factors that could be contributing to the litter problem to discover the most appropriate prevention approach and that may evolve over time. Prevention tactics might be quick wins that are easy to implement. However, a more strategic, long-term approach is recommended.

Here's a suggested process to use when planning a new approach to prevention:



4 Examples of prevention initiatives

There are some great examples of initiatives that could be taken to prevent litter and flytipping, this section provides a raft of ideas and links to supporting information.

As well as considering these actions individually a strategic approach is needed to ensure long-term behaviour change.

4.1 Monitoring, data, evidence and evaluation

Data is a powerful tool, this is the first step in implementing successful measures, it is important to use data and information to understand the problem and the factors associated with it. Additionally it is important to evaluate intervention to find out if it works.

- Improve the quantity and quality of data captured and maximise the use of this information to inform decisions about which activities to implement. For example:
 - Use smart technology
 - Design, implement and evaluate the effectiveness of prevention tactics – pre and post-intervention
- Use recommended monitoring systems such as the [FlyMapper – flytipping reporting tool](#)
- Publish information proactively making it accessible for individuals and organisations. For example:
 - Communicate bin policies to the public
 - Options for disposing of waste materials
 - Publish details of zones
 - [11 Facts about litter](#)
- Participate in national benchmarking and proactive reporting of litter and refuse
- Overlay existing datasets with your data to better understand the root causes of litter and flytipping and associated trends
- Upgrade technology or data collation methods to capture more relevant information e.g. in-cab devices and bin sensors
- Gather and use intel from partners, the public and frontline staff to inform interventions
- Record and share information and data between agencies through formal data sharing protocols
- Use data and build evidence to effectively to optimise operational practices, monitor performance, provide robust cost information and identify root causes of litter and refuse problems
 - [Evaluating the impact of litter interventions](#)
 - [Litter and flytipping the costs and consequences](#)
 - [Challenges to consider in monitoring litter prevention](#)
 - [Community action to prevent litter and flytipping](#)
 - [Scotland's Litter problem](#)
 - [Exploring the indirect costs of litter in Scotland](#)
 - [Flytipping: Costs, impacts and behaviours](#)
 - [Public perceptions and concerns around litter](#)
 - [Rapid evidence review of littering behaviour and anti-litter policies](#)
- Facilitate community groups who wish to monitor local environmental quality in the area and give them training and the tools they need
 - Support citizen science and public reporting to increase available data and identify hotspots - [How to use citizen science in litter prevention](#)

4.2 Communications and Engagement

Communicating effectively is a key factor in changing behaviours, our research has established that littering communications should be context specific in order to reach different audiences. Flytipping behaviour is different to littering behaviour and communications should be targeted based on informative data to identify audience, materials and locations. Actions could include:

- Developing and implementing a research driven communications strategy
 - Use the channel/s best suited to the audience – social media, messaging on vehicles/bins, staff engagement, digital media, press
 - [Using communications to promote behaviour change](#)
 - [Using social media to prevent litter and flytipping](#)
- Working with partners to share materials and messages through existing channels, such as social media
- Refreshing prevention materials regularly and refresh messaging too
- Communicating success stories
- Publishing information such as monitoring data, enforcement activity, zoning detail
- Developing partnerships with local media
- Using contextual messaging – this allows the message and the medium to be matched to the audience and the situation – and use data to target these communications
 - [Targeted messaging toolkit](#)
 - [Effective communications to prevent flytipping](#)
 - [National Litter strategy communications partner guide](#)
- Developing innovative and motivating communication tools:
 - Shock tactics
 - [Nudge interventions](#) – a 'nudge' technique is a way of gently influencing the behaviour of people through non-forced methods
 - Clean graffiti;
 - On pack labelling
 - Digital advertising
 - Public installations and artwork
- Supporting national and local campaigns promoting litter and flytipping prevention
 - [Flingin's Mingin campaign toolkit](#)
 - [Keep Scotland Beautiful's Road Side Litter Campaign](#)
 - [7 top litter prevention campaigns from around the world](#)
- Developing and empowering frontline staff to engage effectively with people and communities
- Training frontline staff to recognise their role in prevention, for example through public engagement, reporting hotspots etc.
- Engaging with other departments in the organisation to understand their role and responsibility for litter prevention
- Holding staff engagement sessions on the importance of preventing litter and flytipping
- Identifying and engaging with stakeholders who can achieve wider influence through their networks
- Taking part in targeted action/engagement campaigns
 - [Cigarette butts a blight on Scotland's streets](#)
 - [Cigarette butt litter and your community](#)
 - [Cigarette butt litter - animation](#)
 - [Smoker's etiquette – separating fact from fiction](#)
 - [Cigarette waste: what you need to know](#)
 - [Preventing chewing gum litter](#)
 - [Tackling takeaway litter](#)
 - [Tackling litter and flytipping in recreational spaces](#)
- Supporting community engagement and campaigns
 - [Beyond the litter pick](#)
 - [How to run community led campaigns](#)

- [Preventing flytipping in your local community](#)
- Identifying opportunities for:
 - [Incentivisation](#) –
 - [how to use incentives to reduce littering](#)
 - [Recycle and reward pilot projects report](#)
 - Pledges to support campaigns and take action
 - Sponsorship of events, materials and infrastructure

4.3 Education

All stages of the educational system – pre-school, primary, secondary, colleges/universities – should engage in behaviour change and education initiatives to drive the cultural shift required to make littering unacceptable this could include:

- Litter prevention measures embedded in School Improvement Plans
 - [Working with schools to prevent litter](#)
- Secure and support teacher/school leader involvement in litter prevention initiatives and communications to increase ownership
- Use school-specific communication channels to increase reach and identify the best communication mediums and messages to engage and motivate young people
- Make use of any education materials developed on litter prevention
- Use data to inform intervention e.g. resources used to clean routes to and from buildings in terms of cost and time, litter types found in the area used by pupils
- Develop and deliver incentive projects with schools to encourage greater citizenship role for pupils by, for example, influencing the broader community
- Deterrent measures to prevent students from littering
- Ensure [Eco Schools](#) activity related to litter includes preventative measures and feedback in relation to schools' performance

4.4 Partnership working

Litter and flytipping prevention requires a number parties working together to maximise the impact of interventions, this could include:

- Identify and engage key internal and external influencers who your organisation can work in partnership with
- Develop and publish a [Litter Prevention Action Plan](#) outlining the key actions your organisation will take towards litter prevention and identify opportunities to link up with other organisations in your area to take joint action, share resources, ideas and increase impact
- Promote planned activities with partner organisations and encourage other organisations to work jointly on administration and delivery
- Work with community planning partnerships to bring communities and services together to provide solutions
- Help build and support localised brands which encourage a sense of ownership by neighbourhoods such as Adopt-A-Street and Adopt-A-Verge
- Identify opportunities for inter-departmental joined up working procedures
- Develop partnership protocols/agreements – e.g. Local Authorities and road operating companies on coordinating maintenance schedules
- Develop community, public sector and private sector initiatives
- Identify opportunities to avoid escaping waste from trade waste collections:
 - [Joint procurement of waste collection services](#)
 - Trade waste restrictions
 - Working with town centre managers to address issues
 - Introducing waste collection 'hubs' when planning new developments

4.5 Infrastructure, service optimisation and demand management

Putting the right infrastructure and services in place can help encourage people to dispose of their materials responsibly. It is important to understand the problem in order to plan services effectively, identify areas for improvement, drive policy and strategic direction and inform change. To help improve service provision Some examples of prevention activities in this section include:

- Investigate opportunities to encourage recycling of materials on the go
- Use clear signage to make it easier for people to use the correct bins, such as adopting Recycle for Scotland branding for recycling bins - [Recycle on the Go – Toolkit and Guide](#)
- Provide guidance to or work with other departments and partners:
 - to provide facilities for recycling at their facilities and events
 - Use recyclable/reusable/reduced packaging and encourage third party vendors to follow suit
 - Make it clear in contracts/leasing arrangements that 3rd parties are required to put a litter prevention plan in place as part of the agreement for activities and events taking place on duty holder land
 - Place a refundable deposit on cups and packaging to encourage reuse of containers for food and drinks on the go
 - Minimise resource use at events
 - [Sustainable events guide](#)
 - [Litter prevention checklist – Your guide to litter free events](#)
 - [Event checklist](#)
- Identify best practice infrastructure solutions for a variety of locations e.g. bins vs no bins; bin design in different locations
 - [9 cornerstones of a litter bin strategy](#)
 - [Binrastructure](#)
 - [Nudge study – promoting the use of litter bins](#)
- Install barriers to prevent flytipping - [Top tips for flytipping prevention](#)
- Encourage reuse of materials and promote the national re-use line to prevent items becoming flytipping
- Put provisions and training in place to avoid escaping from waste collection containers and vehicles
- Product/packaging redesign or reduction e.g. reduce the amount of disposable packaging in canteens
 - [How to prevent coffee cup litter](#)
- Introduce alternative disposal methods/improvements e.g. recycling of street sweepings or segregation of litter streams for recycling. This will help reduce waste but also keep in line with policy changes, for example the biodegradable waste to landfill ban or the Waste Scotland Regulations
- Carry out a service review – identify gaps, hotspots, duplication and cross-departmental working opportunities, and use this information to devise and embed prevention tactics
 - [Tackling litter and flytipping: 11 things you can do right now](#)
 - [Thinking differently about litter](#)
 - [APSE Park life, street life: managing demand in the public realm](#)
- Work with internal departments to ensure recognition of roles and a joined-up approach to service provision
- Investigate opportunities for collaboration and partnership working with other Local Authorities, duty holders and land managers
 - [Flytipping on private land](#)
- Form joint working groups that focus on prevention at regional level
- Develop partnership agreements with other land managers to ensure best value and maximise the impact of prevention activities
- Identify opportunities to improve infrastructure (barriers, fencing, bins, communications) to prevent litter and flytipping on land with multiple owners

- Work with planners and designers to ensure that new infrastructure/construction projects are designed in a way that is practical for servicing and avoids litter and flytipping accumulation
- Introduce dynamic routing and use of smart technology, such as bin sensors, to optimise collection frequencies, bin placement and routes
- Publish zones and schedules, and provide live updates when an area is cleaned to inform the public on how often their mess needs to be tidied up
- Upskill staff to understand the importance of litter and flytipping prevention
- Ensure householders are aware of their duty of care and how to dispose of their waste correctly – use existing infrastructure to display litter prevention communications
- Remove detritus from all hard-standing surfaces and address other environmental quality issues to improve the appearance of an area
- Identify opportunities for commercialisation of services to provide a funding stream for prevention activity – APSE report [Taking a commercial approach: A guide for local councils in Scotland to income generation, trading and charging](#) provides some insights into commercialisation

4.6 Enforcement

Enforcement is one of the 3 strands of intervention identified in the national litter strategy, to ensure enforcement plays proactive role in changing behaviours it is important to increase the deterrent effect of enforcement. Local Authorities, Police Scotland, SEPA and Loch Lomond and Trossachs National Park have powers to issue fixed penalty notices to people who litter materials or flytip waste. To help support this there are a number of additional activities that can help improve the deterrent effect:

- Using intelligence to target effective enforcement activity, reports from other organisations and individuals can help enforcement authorities to target problems and identify the best solution
- Organisations are encourage to work with enforcement authorities to explore enforcement opportunities and discover alternatives to traditional enforcement
 - [Good practice guidance to prevent waste crime](#)
- Operate a zero-tolerance approach in areas where enforcement is possible
- Improve evidence gathering techniques and processes to ensure accurate information is collated to help pursue enforcement action throughout the chain and improve the end outcome
- Take part in enforcement campaigns and targeted action organised by enforcement agencies
- Install CCTV and surveillance to deter offenders and to gather intelligence for investigations
- Trial alternatives to enforcement action in line with the ISM behaviour change model
- Work with other departments and agencies to maximise enforcement activities
- Develop partnership working protocols across agencies e.g. Local Authorities, COPFS, SEPA, Police Scotland, Scottish Fire and Rescue Service
- Establish suitable ways to increase the deterrent effect of enforcement to reduce litter and flytipping e.g. publish number of fines and prosecutions
 - [Effective enforcement: deterring litterers and flytippers](#)
 - [National litter strategy partner guide - enforcement](#)
- Optimise the use of existing legislation to reduce litter and flytipping
- Review enforcement policies and procedures to maximise the deterrent effect

**We want to continue to build the [Litter Knowledge Network](#) and add to best practice, ideas and projects if you have something to share please get in touch:
flytipping@zerowastescotland.org.uk**

